

Zhuokun Lin

UI/UX/Product Designer

Portfolio Website: www.zoek.design
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1855 Payne St, Apt 651, Dallas, Texas, 75201

“Design is about creating the balance in dream and reality.”

Skills

Technical:

Adobe Illustrator	Axure
Adobe PS	Sketch
Adobe XD	InVision
Adobe Premier Pro	Keyshot
Adobe AfterEffect	SolidWork
Miro	Rhinocore
Figma	Grasshopper

Knowledge:

UI/UX design	Graphic
Product design	Human factors
Wireframing	User testing
Information Architecture	Sketching
Prototyping	Visual design
User-centered design	Branding
Concept Development	Arduino

Education

ArtCenter College of Design

Product Design	Major
Social Innovation	Minor
Bachelor of Science	2016-2021

Honors

Provost List Honors 2017

Provost List Honors 2020

ArtCenter Gallery Award

2019
Shokuji, Catering System, Product Category

Experience

Freelance Product Designer

2021 Feb-Now

Design products, visual brand systems, and interface solutions for clients such as a local start-up bakery which is planning to expand the corporate chain into Guangzhou and other first-tier cities.

Design for Future Education, ArtCenter Capstone

2020 Sep-Dec

Designed website interface solutions for teenagers and college students to acquire equal, practical, accessible, and personalized education. Co-designed product features with teenagers and librarians from LAPL and many other branches to address the education inequity and under-utilized educational resources in current libraries and schools. Created engaging, encouraging and user-centered peer coaching and project-based learning experience through informal and remote learning.

Design for Uber Eats, ArtCenter Branding Atelier

2020 May-Aug

Redefined the future of food and food delivery. Incorporated 3D food printing and autonomous delivery technology to open new perspectives on the challenges faced by Uber Eats. Rebranded Uber Eats food delivery system. Conducted design research and applied blue-ocean strategy to identify unparalleled values such as novel food art design, personalized nutrition, unlimited flavors, streamlined delivery, etc.

COVID Rapid Test Studio, ArtCenter Launch Workshop

2020 May-Aug

Designed products and interface solutions for senior citizens who want to age at home but are challenged by COVID-19 and overlooked by current technology. Collaborated with experts from assisted living facilities and the healthcare design industry to develop the senior-oriented interface on tablet and hearable for senior citizens to stay connected with what matters the most. Conducted user research and testing with senior citizens to gain a deeper understanding of their challenges.

Industrial Design Intern, Steelcase Inc.

2020 Jan-May

Designed engaging furniture for educational spaces. Made prototypes and iterations for user testing and design reviews. Sketched ideas and produced rendering for presentations.

Project Lead, First Republic Bank (Sponsor)

2019 May-Aug

Designed physical and digital props to engage viewers in imagining the future of retail banking. Created VR experience that attracts millennials and helps them manage the home mortgage and life's milestones.

Visual Branding, Greenbird Studio

2017 May-Aug

Partnered with GREE and Midea. Designed GUIs and forms for their air conditioners, and electric rice cookers to blend in the contemporary interior.